

**REMARKS**

Claims 1-7 were presented for examination in the present application. The instant amendment cancels claim 7. Thus, claims 1-6 remain pending upon entry of the instant amendment. Claim 1 is independent.

Claims 1-7 were rejected under 35 U.S.C. §102 over U.S. Publication No. 2002/0128904 to Carruthers et al. (Carruthers). Applicants respectfully submit that present claim 1 is not disclosed or suggested by Carruthers.

Independent claim 1 provides a system that automatically updates a home page. The system of claim 1 includes a home page database, a schedule database, a mail server, a patrol search unit searching the mail server, an update terminal, a home page database and schedule data, for data relevant to updating of the HTML document data, and fetches the relevant data. Thus, present claim 1 provides a system that automatically updates a home page.

With respect to the mail server, the update terminal, the home page database and the schedule database, the patrol order, the patrol timing and the number of times patrol is to be carried out are determined based on the order of precedence (i.e., the order of priority) in which accessing the mail server, the update terminal, the home page database and the schedule database are to be accessed.

In the case where a participant, i.e., an entrant, provides information regarding the home page, e.g., a mail message from a participant in a home page that provides banner information is present in the mail server, the patrol search unit searches for first update data for updating the HTML document data to fetch the first update data. By using the first update data, the update data generating unit produces update HTML document data. Similarly, when the update terminal is searched for the patrol search unit, and the second update data is searched, the update data generating unit produces update HTML document data by using the second update data. At the timing of patrol,

when the update data generating unit searches for the schedule database, if update is scheduled, the update data generating unit produces update HTML document data by referring to the home page database.

In such a manner, the home page is automatically updated. Furthermore, a participant in a home page that provides banner information can cause the home page to be updated to reflect update data contained in a mail, simply by sending the mail. Thus, present claim 1 provides a system that has an advantageous user interface. In addition, the home page is automatically updated simply by providing the update data to the update terminal.

Carruthers provides a system that manages a schedule for delivering multiple items, such as content, to an online user. To be more specific, in Carruthers, delivery of content to the online user is scheduled.

In contrast, present claim 1 provides a system that automatically updates display items regarding a participant in a home page managed by a manager in accordance with a mail from the participant or update items prepared by the manager. Present claim 1 offers convenience to the manager or participant in the home page with respect to updating the home page. Therefore, present claim 1 is clearly different from Carruthers.

Carruthers does not disclose a patrol search unit patrols, let alone such a unit that patrols the mail server, the update terminal, the home page database, and the schedule database to search for and extract data relating the update of the HTML document data as now recited in claim 1.

In contrast, Carruthers discloses that an Inventory Manager constricts a master delivery plan, the plan specifies a priority master list, and the plan sends this list to an on-demand scheduler 70. Carruthers also discloses that the on-demand scheduler 70 constructs an individual ordered list of advertisements. See page 3, paragraphs 34-35.

However, the individual ordered list of is prepared for delivery of content to an online user that is entirely different from a schedule database prepared for updating a home page.

Further, Carruthers does not disclose or suggest that the update data generating unit generates update HTML document data on the basis of the extract data as now recited in claim 1.

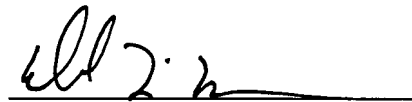
As such, Applicant respectfully submits that claim 1 is not disclosed or suggested by Carruthers. Therefore, claim 1, as well as claims 2 through 6 that depend therefrom, are in condition for allowance. Reconsideration and withdrawal of the rejection to claims 1 through 6 are respectfully requested.

In view of the above, it is respectfully submitted that the present application is in condition for allowance. Such action is solicited.

If for any reason the Examiner feels that consultation with Applicant's attorney would be helpful in the advancement of the prosecution, the Examiner is invited to call the telephone number below.

Respectfully submitted,

July 27, 2007



Edward L. McMahon  
Reg. No. 44,927  
Attorney for Applicant(s)  
Ohlandt, Greeley, Ruggiero & Perle, L.L.P.  
One Landmark Square, 10<sup>th</sup> floor  
Stamford, CT 06901-2682  
Tel: (203) 327-4500  
Fax: (203) 327-6401